

REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

I. STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 21 and 22 are pending in this application. Claims 21 and 22 are independent and are hereby amended. It is submitted that these claims, as originally presented, were in full compliance with the requirements 35 U.S.C. §112. Support for this amendment is provided throughout the Specification as originally filed.

No new matter has been introduced by this amendment. Changes to claims are made simply for clarification and to round out the scope of protection to which the Applicants are entitled.

II. SUPPORT FOR AMENDMENTS

Support for the amendments made herein is found in the as-field specification and, for example, in Publ. App. par. [0004]-[0006].

III. REJECTIONS UNDER 35 U.S.C. § 103

Claims 20 and 21 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Pat. No. 7,039,599 to Merriman et al. ("Merriman") in view of U.S. Pat. No. 6,308,202 to

Cohn et al. ("Cohn") and further in view of U.S. Pat. App. Pub. No. 2007/000528 to Jacobs et al. ("Jacobs").

Applicants respectfully traverse these rejections.

Claim 21 is representative and recites, *inter alia*:

"wherein the information picture is a plurality of related information represented by a single picture image and the related information is links to an information provider such that selection of the single picture image cyclically guides a user through plurality of related information"

Claim 21 has been amended to clarify the usage and meaning of the information picture as used in the claimed invention.

In the information picture, because picture information is exists not alone as picture file, but picture information and related information represented by links to related information, it is easy to carry out management of picture information. Moreover, because an information picture is adapted so that plural operations can be collectively handled in the state where they are represented by one picture, a user is permitted to be cyclically guided with respect to plural information, or management of plural information is carried out as a group to have the ability to guide user with respect to the group. Accordingly, such information picture can be extremely effective user guidance means for information provider.

By using such an information picture, an information provider is permitted to guide more users with respect to its own information. For example, in the case where the information provider is a seller of a certain article, such an approach is employed to utilize various information relating to goods by using the information picture to appeal to a user who is a

consumer to distinguish between goods of a rival seller, thus making it possible to advantageously promote selling strategy of goods. Further, it is also possible to acquire valuable marketing information that reflects trends of customer for the information provider.

Claim 21 is believed patentable over Merriman, Cohn, and Jacobs because those references taken alone or in combination do not teach, suggest or render predictable the above-recited elements of claim 21.

For reasons similar or somewhat similar to those recited above regarding claim 21, claim 22 is also patentable.

CONCLUSION

Because Applicant maintains that all claims are allowable for at least the reasons presented hereinabove, in the interests of brevity, this response does not comment on each and every comment made by the Examiner in the Office Action. This should not be taken as acquiescence of the substance of those comments, and Applicant reserves the right to address such comments.

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosures in the cited reference, it is respectfully requested that the Examiner specifically indicate those portions of the reference providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing amendments and remarks, all of the claims in this application are patentable and Applicant respectfully requests early passage to issue of the present application.

Respectfully submitted,

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